The information in this document contains general descriptions of the technical options available, which do not always have to be present in individual cases and are subject to change without prior notice.

The required features should therefore be specified in each individual case at the time of conclusion of the respective contract.

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Order No. A91SAT-01401-99C1-7600 | Printed in Germany | © 02.2011 Siemens AG

Siemens Pure.
It hides. You shine.

The nearly invisible, completely discreet hearing solution.
www.siemens.com/pure

Answers for life.

SIEMENS

The secret is Pure.

Pure is the essence of subtlety. Its ultra small, elegant design hides the most sophisticated technology from Siemens, giving you ultimate confidence in your hearing and appearance. Pure lets nothing come between you and your world. It lets you shine through.

Pure™ is now available in three amazing models: Pure, Pure Special Edition (SE) and Pure Carat™ – all of which are practically invisible, and offer Siemens BestSound™ Technology. The extended range reflects an even broader variety of hearing needs and personal preferences. So whether your hearing loss is mild, moderate or severe, you can enjoy every decibel of life in complete discretion. Discover the secret to confident hearing.

The tiny but mighty Siemens Pure.

Pure blends in.
You stand out.

Exchangeable housing
If your color preferences change, your Hearing Care Professional can easily exchange Pure's housing.

Push button
Allows you to change programs and turn your instruments on and off comfortably.

Charging contact
Pure is rechargeable, so you won't have to hassle with batteries.

Pure

Dome
The dome protects the receiver against earwax.

Receiver unit
The gentle, curved shape fits your ear comfortably and enables outstanding hearing performance.

With its insignificant size, intelligent features and impressive power, Pure puts you in control.

Pure suits your personality and style as well as your hearing needs. Within its slim frame is the revolutionary BestSound Technology from Siemens. It includes innovations that intuitively adjust to your surroundings, so your hearing experience is completely customized.

Offering an array of natural hair and skin tones, and a color exchange concept for greater individuality, Pure blends in perfectly. So only you stand out.

▸ Pure offers a wide selection of discreet and fashionable colors which can be easily exchanged.

Blend-in colors

- Pearl White
- Beige
- Golden Blonde
- Brown
- Sandy Brown
- Chestnut
- Grey
- Granite
- Black
- Silver

Fashion colors

- Snow White
- Dark Champagne
- Dark Slate
- Sky Blue
- Olive
- Turquoise

Wow:
70 decibels

Pure Special Edition is an exclusive line of hearing instruments created for discerning individuals. It unites exceptional style with the most sophisticated hearing technology from Siemens in a very small size.

Absolute discretion.
If you're looking for an ultra-discreet solution to fit a mild to moderate hearing loss, you'll find it in Pure SE. Its teardrop shape is designed to sit gracefully behind your ear, while its tiny size means that it practically disappears. Beautiful, comfortable and almost invisible, Pure SE can even link wirelessly via miniTek™ or Tek™ to your favorite audio devices.

Limited edition. Unlimited style.
Pure SE comes in two exquisite color options, Grace and Spirit. Each combines two carefully selected shades for a look that's both modern and timeless. And if your color preferences change, your Hearing Care Professional can quickly and easily switch your instruments' covers.

Chocolate
+
Copper

Pure SE Grace features a warm, chocolate brown housing with a dazzling copper highlight.

Black
+
Silver

Pure SE Spirit's sleek, black body is enhanced with a stylish silver streak.

Pure Special Edition. It's imperceptible. You are exceptional.

Push button
Allows you to change programs and turn your instruments on and off easily.

Pure SE

Receiver unit
The gentle, curved shape fits your ear comfortably and enables outstanding hearing performance.

Dome
Our dome protects the receiver against earwax.

Exchangeable housing
If your color preferences change, your Hearing Care Professional can easily exchange the instrument's housing.

The new Pure Carat. It's invisible. You're invincible.

Exchangeable housing
If your color preferences change, your Hearing Care Professional can easily exchange Pure Carat's housing.

User control
Allows you to change programs, volume and turn your instruments on and off comfortably.

Pure Carat

Charging contact
Pure Carat is rechargeable, so you won't have to hassle with batteries.

Receiver unit
The gentle, curved shape fits your ear comfortably and enables outstanding hearing performance.

Dome
The dome protects the receiver against earwax.

"You take my breath away": 64 decibels

Pure Carat combines minimal size with maximum power, making it the ideal choice for individuals with severe hearing loss.

Hidden powers.
Until now, discreet instruments were only available for mild to moderately severe hearing losses. The Pure Carat RIC (Receiver-In-the-Canal) instrument is even suitable for severe hearing loss. Its small and elegant frame comes in several blend-in colors. So it's powerful yet practically invisible.

Hidden talents.
Pure Carat has a Telephone coil built in. This clever feature streams sound from induction loop systems (often found in theaters and places of worship) directly to your instruments. So you can enjoy the program clearly and comfortably.

Like Pure, Pure Carat is also equipped with BestSound Technology, rechargeable, and compatible with the miniTek and Tek wireless enhancement systems. Pure Carat is proof that great things come in small packages.

▸ Pure Carat offers a wide selection of colors which can be easily exchanged.

- Golden Blonde
- Brown
- Sandy Brown
- Beige
- Grey
- Granite
- Pearl White
- Silver
- Black
- Turquoise

Pure performs. You relax.

Equipped with state-of-the-art hearing technology, Pure takes clear, comfortable, and personalized hearing to a new level.

With Pure, discretion isn't just about appearance. But also performance. That's because the new generation of Pure devices features the latest innovation from Siemens: **BestSound Technology.** It combines science with subtlety to bring you a hearing experience that's automatically and perfectly suited to your needs.

FeedbackStopper

Stops whistling before it starts.
It's hard to be discreet if your hearing instruments are whistling. That's why we've equipped the new Pure with our unique FeedbackStopper. Based on the latest research in the field of hearing, it works by predicting feedback before it happens. And eliminates it fast. Now, even in the most feedback-prone situations, you'll have no worries about embarrassing and annoying whistling.

BestSound™ Technology

SoundLearning 2.0

Learns how you like to listen.
Like everything else about Pure, its new SoundLearning™ 2.0 is made to bring you greater discretion. Whether you're having a quiet chat, enjoying your favorite music or at a crowded party, it automatically learns how you adjust your instruments and, over time, it does it all for you.

So no matter where you are, you'll enjoy sound that's tailored to your preferences. All without lifting a finger. And since you won't be adjusting or fiddling with your instruments, you can enjoy pure discretion. Always and everywhere.

SpeechFocus

Hear what's said behind you.
Face-to-face conversations are great, but the sounds of your world are all around you. Sometimes, the most important sounds can come from behind or beside you. For example, driving a car and trying to listen to someone talking from the back seat or having a conversation while walking side by side with a friend can be challenging with most hearing instruments.

But not with Pure. That's because it's equipped with SpeechFocus, a unique feature available exclusively from Siemens. SpeechFocus constantly scans your environment and automatically detects when someone is speaking to you. No matter what direction the voice comes from, it will help you understand what's being said. Clearly and effortlessly.

product design award 2010

reddot design award winner 2010

ProPocket and **ePen**
remote controls for convenient and discreet adjustments. The ePen won the renowned "iF" and "red dot" design awards.

Pure Accessories

Pure and Pure Carat are rechargeable, so you won't have to change batteries in the middle of a meeting or dinner with friends. Place your Pure instruments in the eCharger overnight, and start the day fully recharged. The eCharger has an electronic drying function to protect your instruments from humidity.

Pure also works with standard batteries, which is the preferred choice for the more powerful models. The charger option depends on your hearing needs and the size of your receiver. Your Hearing Care Professional will help you select the optimal solution.

The optional ProPocket™ or ePen™ remotes give you effortless fingertip control over virtually all instrument functions. They are small enough to fit into a purse or pocket, so you can make quick and easy adjustments without others noticing.

Evening plans:
64 decibels

Pure unites.
You connect.

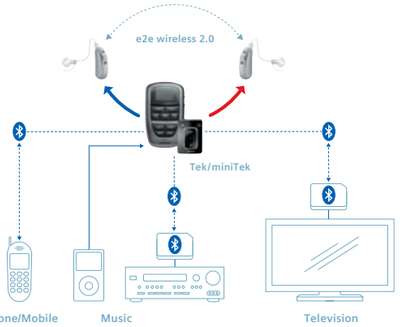
Music, movies, phone calls and more. Now you can be one with your world at the touch of a button. With the miniTek or Tek wireless enhancement systems.

miniTek and Tek are optional accessories that wirelessly connect all Pure models to your favorite audio devices. So you can stream sound from Bluetooth enabled phones, MP3 players, televisions and other audio sources directly to your hearing instruments. All in true stereo. Which means phone signals are transmitted to both your ears, giving you an advantage that other people do not have.

You can also use miniTek or Tek as a remote control for your high-tech gadgets. Make, take and end calls directly from your miniTek or Tek. Or turn up the volume on your stereo and dance, with no wires in your way. Simple, seamless and wireless, miniTek and Tek are the ideal accessories for your modern lifestyle.

Tek

miniTek



miniTek and **Tek** connect you wirelessly to all your favorite audio devices.

Pure has a solution for every situation.

The table below will help you select the optimum hearing instrument depending on the situations that are relevant and important to your life.

“I want to hear others properly.”
“I want to hear others better when there’s background noise.”
“I want to enjoy my favorite TV shows.”
“I want to hear well when using my phone.”
“I want to hear my favorite music.”
Performance Level
701
501
301
101

The lengths of the bars show you which performance level suits your needs best.
Not all Pure models are available at all performance levels.

■ with miniTek or Tek

Model	Description	Hearing loss	Performance levels
Pure™	The classic collection	Up to moderately severe hearing loss	701, 501, 301, 101
Pure SE	The special design edition	Mild to moderate hearing loss	701, 501
Pure Carat™	The powerful line for people with very high demands in speech understanding	Up to severe hearing loss	701, 501, 301

These pages present a glimpse of the advanced features hiding inside the various Pure hearing instruments. With a wide range of power and performance levels, as well as an array of colors, you are sure to find the ideal solution to suit your individual needs. Perfectly and discreetly.

Features and descriptions

Speech intelligibility		701	501	301	101
SpeechFocus	Automatically focuses on speech – no matter where your dialog partner is situated. So you can conveniently listen to people in the back of your car while you are in the driver's seat.	✓	–	–	–
Directional Microphones	Let you follow a conversation better by softening surrounding noises.	automatic multi-channel adaptive	automatic multi-channel adaptive	automatic adaptive	automatic
Number of Channels	Indicates the degree of fine-tuning options for your hearing instruments.	16	12	8	6
miniTek™ / Tek™	Optional wireless enhancement systems which connect you to your multi-media devices like phones, MP3 players and TVs.	✓	✓	✓	–

Sound comfort					
FeedbackStopper	Automatically eliminates feedback whistling fast and reliably – no more embarrassing whistling.	✓	✓	✓	✓
SoundBrilliance™	Extends high-frequency sounds for a fuller, richer listening experience.	✓	✓	–	–
TruEar™	Simulates acoustics of the ear to localize more naturally where the sound comes from.	✓	✓	–	–
e2e™ wireless 2.0	Synchronizes your instruments so they always work together.	✓	✓	✓	–
SoundSmoothing™	Isolates and softens sudden, annoying noises for a more pleasant listening experience.	✓	✓	✓	–
Speech and Noise Management	Automatically reduces background noise while isolating and enhancing speech.	✓	✓	✓	✓
eWindScreen™	Detects annoying wind noise and automatically softens it.	✓	✓	✓	✓

Individuality		701	501	301	101
SoundLearning™ 2.0	Automatically adapts to your volume and sound preferences, while considering your individual listening environments.	✓	–	–	–
SoundLearning™	Automatically adapts to your volume and sound preferences.	✓	✓	–	–
DataLearning™	Automatically learns and adapts to your volume preferences.	✓	✓	✓	–
DataLogging	Records data like program usage and microphone modes so your Hearing Care Professional can fine-tune your instruments.	✓	✓	✓	✓
Color exchange concept	Allows your Hearing Care Professional to easily exchange Pure's housing for greater individualization and discretion.	✓	✓	✓	✓

Instrument controls					
Number of Programs	Allows you to select specific settings for different listening environments, like in a restaurant or outdoors.	5	5	5	3
ePen™	Pen-shaped remote control for discreet adjustment of your hearing instruments to individual listening preferences.	✓	✓	✓	–
ProPocket™	Standard remote control for convenient management of your Siemens hearing instruments.	✓	✓	✓	–
eCharger	Unique eCharger with electronic drying function for effortless use and care of your instruments.	✓	✓	✓	✓

Siemens Pure.
It hides. You shine.